

Report to: Communities Scrutiny Committee

Date of Meeting: 18 April 2013

Lead Member: Leader and Lead Member for Economic Development

Report Author: Rhyl Going Forward Programme Manager

Title: Rhyl Going Forward – Rhyl Going Forward Update

1. What is the report about?

This report provides an update on the Rhyl Going Forward Regeneration Strategy.

2. What is the reason for making this report?

To provide information and seek Members' observations on the progress in terms of implementing the Rhyl Going Forward (RGF) Regeneration Strategy.

3. What are the Recommendations?

That Members note the information and comment on the progress made.

4. Report details.

The most recent Programme Update reports are attached as Appendix 1a to 1d which demonstrate that in terms of the four workstreams of the programme:

- West Rhyl Regeneration Area has a current status of YELLOW (Appendix 1a)*
- Town Centre has a current status of RED (Appendix 1b)
- Seafront and Tourism has a current status of YELLOW (Appendix 1c)
- Live & Work in Rhyl has a current status of ORANGE (Appendix 1d)

* Appendix 1a is at present exempt from public disclosure by virtue of Paragraphs 13 and 14 of Part 4 of Schedule 12A of the Local Government Act, 1972.

At the Communities Scrutiny Committee meeting of 17 January 2013 the Committee resolved to recommend that Alliance Leisure be invited to a future Council Briefing. It is understood that this is being arranged by the Head of Communication, Marketing & Leisure and should take place in June 2013.

The Committee also resolved to be presented with details of income generation forecast figures for the programme. This will be presented in the next RGF Update Report to Scrutiny when we will have full details of expenditure in the 2012/13 Financial Year.

The Committee also resolved to receive details pertaining to the membership and constitution of the Programme and Project Boards. The Project Boards follow the Prince 2 methodology which details the role of the Board. With regard to the Programme Board, the terms and conditions were discussed and agreed at the RGF Programme Board meeting on 13 February 2013. A copy of the Terms and Conditions are attached as Appendix 2.

5. How does the decision contribute to the Corporate Priorities?

5.1: Priority 1 – Developing the Local Economy and Our Communities

The main thrust of the RGF Regeneration Strategy is to create more jobs and business opportunities in the area, thereby directly addressing this priority.

5.2: Priority 6 – Ensuring access to good quality housing

Specifically the West Rhyl Housing Improvement Project (WRHIP) will directly impact on the priority outcome of “*offering a range of types and forms of housing...to meet the needs of individuals and families*”.

6. What will it cost and how will it affect other services?

The overall regeneration strategy does not have a dedicated budget. Funding is allocated to specific projects, in the main utilising external funding sources, and the funding is monitored on a project by project basis.

7. What consultations have been carried out?

The programme is monitored by the multi-agency Programme Board which ensures there is a broad consensus of approach across key agencies in Rhyl to the approach. Further work is being undertaken on developing a stronger marketing and communication approach to ensure there is a broader community awareness of the strategy. Individual projects have their own consultation strategy.

8. What risks are there and is there anything we can do to reduce them?

Risks are monitored by the Programme Board utilising ***Appendix 3 – Programme Risk Register***.

9. Power to make the Decision

No decision required.

Article 6.3.4 of the Council’s Constitution permits Scrutiny to review and scrutinise the Council and other public bodies’ performance in delivering their policy objectives and activities.

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